IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in

the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1.   (Previously Presented) A content-exhibition control apparatus for

exhibiting content in another apparatus, comprising:

generating means for generating degree-of-exposure control data used to control

the degree of exposure of the content;

exhibition control means for controlling the exhibition of the content recorded in

the another apparatus, according to the degree-of-exposure control data generated by the

generating means;

obtaining means for obtaining the state data of the content sent from the another

apparatus,

wherein the generating means generates the degree-of exposure control

data according to the state data of the content, obtained by the obtaining means;

storing means for storing user information which includes user preferences with

the state data of the content collected from a hard-disk recorder in a customer database; and

feedback means for feeding back said degree of exposure of the content,

wherein an audience rating and an advertisement effect are calculated as a

function of the feedback data.   and statistical data calculated from contents of the customer

database.

2.   (Original) A content-exhibition control apparatus according to claim 1,

wherein the degree-of-exposure control data includes a content ID, an exposure

type, and an exposure value; and

the state data of the content includes a viewing condition and a degree-of-

exposure condition.

3.   (Previously Presented) A content-exhibition control method for a content-

exhibition control apparatus for exhibiting content in another apparatus, comprising:

a generating step of generating degree-of-exposure control data used to control

the degree of exposure of the content;

an exhibition control step of controlling the exhibition of the content recorded in

the another apparatus, according to the degree-of-exposure control data generated in the

generating step;

an obtaining step of obtaining the state data of the content sent from the another

apparatus,

wherein the degree-of-exposure control data is generated in the generating

step according to the state data of the content, obtained in the obtaining step;

a storing step for storing user information which includes user preferences with

the state data of the content collected from a hard-disk recorder in a customer database; and

a feedback step for feeding back said degree of exposure of the content,

wherein an audience rating and an advertisement effect are calculated as a

function of the feedback data. and statistical data calculated from contents of the customer

database.